

Diversity Statement for WMUK in September of 2015:

WMUK presents program content that reflects the diversity of our community, our nation and the world to our broadcast and on-line audience in many ways. Arts and culture play a prominent role in the way that WMUK addresses diversity.

WMUK reflects diversity through playing the music of many cultures both current and throughout history. Classical, Celtic, Hispanic, jazz, folk, acoustic and Americana are some of the genres included in the more than 160 hours of music each week on WMUK's three program streams. The artists creating and performing this music represent many races, cultures and nationalities.

In addition to playing the music from diverse cultures, WMUK also covers the music, arts and traditions of diverse cultures within our community through interviews and through Arts & More. Each week WMUK airs several Arts & More segments related to music, visual art, dance, literature and theatre as well as stories related to food, festivals, celebrations and traditions of Native American, Asian-American, African American, Hispanic, Eastern European, Irish, Scottish and Islamic communities and populations within our region.

WMUK news presents daily stories related to diverse communities and populations in our area. During the past two years, for instance, WMUK news has covered stories focusing on LGBT populations, veterans in our region, a number of minorities and stories focused on youths as well as seniors. WMUK also covered many stories that were connected to diversity through issues addressed in the areas of state and local government, education and the environment.

WMUK also serves many individuals with challenges. One weekly program which services individuals with sight impairment is "The Library". Host Mark Tomlinson reads from works of non-fiction, novels and short stories for listeners each week on Sunday evening.

WMUK's staff has direct artistic experience, expertise and training with a number of musical genres and art forms mentioned above, as well as with the cultures that produced them. Our volunteer producers also reflect the community diversity and include interests of our diverse populations and cultures when planning music play lists. In addition, WMUK's staff reflects a balance in terms of gender and generations.

Our Friends Advisory Committee reflects our community's diversity. The FAC includes members of the LGBT, Hispanic, Asian American and African American Communities. Our governing body, the WMU Board of Trustees, appointed by Michigan's Governor, reflects our state's diversity.

The manner in which WMUK has addressed Diversity in recent Years

WMUK has expanded diversity in recent years by taking the following steps: 1. In September of 2013, WMUK's newly developed strategic plan included a section on Diversity, with formal goals for diversity and means and timetables for achieving them. In August of 2015 our plan was reviewed by our strategic planning committee, as it will be each year. 2. In 2011 WMUK initiated and formed a Friends Advisory Committee that reflects community diversity. This body is reconstituted every two years (as it was in 2014) as members rotate off after two or four year terms, to insure that it continues to reflect our community's diversity and interests. 3. In 2011, WMUK initiated an EEO Self- Assessment Committee. This committee meets annually (at least) to review our hiring process and other activities that reflect diversity. 4. In response to the Committee's recommendations and in an effort to increase staff diversity, WMUK redoubled its efforts in the area of Wide Dissemination of information relevant to hiring of positions at WMUK. We have also increased our efforts to let minority organizations within the community know they could be placed on a list to be notified of job openings at WMUK. 5. In FY 14 and again in FY 15 WMUK scheduled and undertook diversity training for its staff and management. 6. In the summer of 2013, WMU hosted StoryCorps' Military Voices Initiative, which captured stories from community veterans who served in seven different wars. 7. In FY 2015 WMUK began planning an "Honoring our Identity" Initiative, which will work with StoryCorps' "OutLoud" Initiative to record stories from the LGBT community, and make selected stories available to the public.

Diversity Goals from the past year (FY 15)

These Diversity Goals from 2015 were successfully addressed as follows:

- 1. Expanding diversity in the music WMUK plays and covers through locally produced programs.* This included music on our third stream, "Park & Westnedge" available on our website of music from diverse cultures around Southwest Michigan. Music on this stream included gospel, klezmer, folk, chamber, blues, rock, and jazz.
- 2. Expanding the diversity of the sources consulted in "Arts & More" and WMUK news stories.* WMUK news had several editorial boards with input on potential news issues from members of our community representing diverse populations including those from the Northside Community Association and Hispanic American Council. In October, WMUK used the voices and commentary of Kalamazoo Police and residents as well as leaders of the predominately African American Northside Neighborhood in an award-winning news story, "The Trust Gap" on police and neighborhood relations. A forum at the Kalamazoo Public Library featured a panel with neighborhood representatives and public safety officials and invited comment from the general public. A full-length feature on "West Southwest" addressed problems encountered by the visually impaired in dealing with prescription drugs through interviews with representatives from the Kalamazoo Council of for the blind and visually impaired.

3. *“Expanding coverage of other cultures through “Arts & More” and Cara Lieurance’s interviews in her morning Classical Music program and on her evening program, Let’s Hear It.* One example of diversity in “Arts & More Stories” was a story featuring the Youth Advisory Council’s play “Covert” on the history of the Civil Rights Movement, and interviews with Fancy Pants Theatre and Queer Theatre on plays with gender equality related themes. Another “Arts & More” story explored “Voices of Social Justice” an exhibition at the Kalamazoo Valley Museum focusing on the history of the struggle for racial equality in Kalamazoo.

Cara Lieurance’s interviews on her Classical Music Program and on her weekday evening show “Let’s Hear It” included a discussion of the music of Southern India with Percussionist Rohan Krishnamurthy and singer Sujatha Krishnamurthy. Other interviews included African American musician Jon Boyd discussing the life and music of New Orleans Creole composer Louis Moreau Gottschalk and Mexican American Glen Velez, internationally renowned world music percussionist, discussing his music.

4. *Continue to engage diverse voices in the content WMUK produces, through programs such as “The Library”, “Alma Latina” and “The Pure Drop”.* During the past year Mark Tomlonson, producer of WMUK’s weekly program “The Library” has read numerous stories including works reflecting diversity including those written by women, African-Americans, those of Jewish heritage, people who identified themselves as LGBT, Native Americans, and Asian Americans. In addition to playing music representing the interests of and culture of the Hispanic Community, such as Tex-Mex, Tejano and Caribbean music, WMUK’s weekly program “Alma Latina” has featured Spanish Language local news stories on issues such as bi-lingual education. “The Pure Drop” featured live and recorded local performances from visiting artists representing culture and music from Scotland and Ireland. It is worth pointing out a program like “The Library” provides readings of works of literature to members of our community with visual impairments.

5. *Continue to expand diversity in the workforce, management, Friends Advisory Committee and WMUK’s volunteer corps.* All of these bodies reflected the diversity of our community and listening audience through additions and inclusions made during the past year.

6. *Engage WMUK managers and staff in LGBT diversity training.* In January of 2015, WMUK managers and staff participated in Diversity Training relevant to members of the LGBT community. The training was conducted by Jen Tsu of WMU’s Office of Diversity and Inclusion in WMUK studios.

7. *Working with our University’s Office Diversity and Inclusion, and our local LGBT Community Resource Center, WMUK planned a residency to occur in November of 2015 of StoryCorp’s “Out Loud” Initiative in our community.* WMUK has had several planning sessions with the LGBT Resource Center and with the Arcus Center for Social Justice for a 4 part LGBT Initiative called “Honoring Identity”, scheduled for November and December of 2015. A grant application from the Kalamazoo Community Foundation will help fund this project in the late Fall of 2015.

8. *Collaborate with organizations representing diverse elements of our community.* WMUK appeared at events, fairs and festivals celebrating diversity, including Pride Day in Kalamazoo. We promoted these events on our air and through program advertising and sponsorship. In addition we participated in and ran stories on local events related to veterans, including a WMU campus Veterans Day observance.

Diversity Goals for WMUK in FY 16

Diversity Goals for the year to come (FY16) include 1. *Expanding diversity in the music WMUK plays and covers through locally produced programs.* This will include music on our third stream, “Park and Westnedge” now available on our website of music from diverse cultures around Southwest Michigan.

2. *Expanding the diversity of the sources consulted in “Arts & More” and WMUK news stories.* Plans include more meetings with members of our community representing diverse populations.

3. *“Expanding coverage of other cultures through “Arts & More” and Cara Lieurance’s interviews in her morning Classical Music program and on her evening program, Let’s Hear It.”*

4. *Continue to engage diverse voices in the content WMUK produces, such as “The Library”, “Alma Latina” and “The Pure Drop”.*

5. *Continue to expand diversity in the workforce, management, Friends Advisory Committee and WMUK’s volunteer corps.*

6. *Working with our University’s Office Diversity and Inclusion, and our local GLBT Community Resource Center, WMUK will host a residency in 2015) of StoryCorp’s “Out Loud” Initiative in our community:* The project, slated for November of 2015 is entitled “Honoring Identity” will include four components: The StoryCorps OutLoud Initiative to record the stories from our LGBT community, a public presentation by StoryCorps founder Dave Isay, a speaker on transgender issues around the Transgender Day of Remembrance and a public forum featuring consenting participants from the StoryCorps recordings.

7. *Collaborate with organizations representing diverse elements of our community.* We will do this through appearances at events and festivals celebrating diversity, by complementary promotion of these events on our air and through program advertising and sponsorship of these events. We will participate in festivals such as Pride Day and the Black Arts Festival. We will collaborate with organizations like The Resource Center and the Black Arts and Cultural Center.

8. *Recruit and employ minority students in WMUK’s intern program:* An Asian-American student has been selected to participate in our paid internship program September-May, 2016.

As recently as August of 2015, WMUK Management discussed WMUK’s Diversity Statement and the above goals with Western Michigan University’s licensing official.